



# AWARDS CEREMONY

## STAFF RECOGNITION EVENT

**APRIL 25, 2023**

*Wisconsin Historical Society Auditorium*

*816 State Street*

*Madison, Wisconsin*

**APRIL 25, 2023**



Dear Colleagues,

Thank you for taking time to join me today in recognizing our fellow colleagues' significant achievements and dedicated years of service.

As we celebrate together and shine a spotlight on some of the impressive accomplishments of our co-workers, I would also like to acknowledge the important work done by each of you to help support the mission of the UW System and our 2023–2028 Strategic Plan. I appreciate all of you for upholding our core values of being purpose-driven, people-focused, and committed to stewardship.

I salute our collective contributions to the UW System. This past year, we have accomplished an amazing amount together that we could not possibly have completed alone. Our work continues to help move us forward as a university system that is praised in Wisconsin and also worldwide. That would not be possible without the contributions of all those in our organization.

Thank you for being here to congratulate today's honorees. Enjoy this afternoon's event, and keep up the meaningful work.

Cordially,

A handwritten signature in black ink, appearing to read "Jay Rothman". The signature is fluid and cursive, with a long, sweeping tail on the final letter.

Jay Rothman  
President

# Program Schedule

2:30 RECEPTION

3:00 WELCOME REMARKS BY PRESIDENT JAY ROTHMAN

## **YEARS OF SERVICE MILESTONES**

25 Years

30 Years

35 Years

40 Years

*Congratulations to all who have 25+ years of service!*

## **EUGENE CRAVEN AWARD**

Daniel Younan

*Presented by Ben Passmore*

## **UNIVERSITY STAFF EXCEPTIONAL SERVICE AWARD**

Diana Trendt

*Presented by Sean Nelson*

## **PRESIDENT'S AWARD OF DISTINCTION**

Crystal Fey

*Presented by George Kroeninger*

## **UW SYSTEM TEAM AWARD WINNER**

UW System Digital Learning Environment Service Management Team

*Presented by Steven Hopper*

4:00 RECEPTION

5:00 EVENT CONCLUDES

# Years of Service Milestones\*

## 25 YEARS

Fay Akindes  
Thomas Bittner  
Kelly Campbell  
Maureen Dorn  
Sylvan Esh  
Phillip Gillett  
Jennifer Hanewall-Marnocha  
Susan Hansen  
Dawn Hass  
Daniel Kellogg  
Maria Lindquist

David Moll  
Michael Schlicht  
Melanie Schneider  
Renee Stephenson  
Diana Trendt  
Joanne Wiegmann  
Paul Willing  
David Winter  
Dena Wortzel  
Mark Zabrowski

## 30 YEARS

Bradley Bruegger  
Sue Buth  
Ginger Hintz  
David Keach  
Laura Kite  
Dave Kneifl

## 35 YEARS

Lori Fuller  
Mary Kirk  
Mary Kay Sankey  
Robert Toftness

## 40 YEARS

Gregory Lampe

*\*Celebrating years of service milestones from August 2019 through the present. Years of service are calculated based upon UW System service, including service at UW universities and UW System Administration.*

## EUGENE CRAVEN AWARD

### **DANIEL YOUNAN** **POLICY AND PLANNING ANALYST**

*Office of Policy Analysis and Research (OPAR)*

Dan joined the Office of Policy Analysis and Research (OPAR) in 2017. During his time with that office, he has dramatically expanded capabilities across the UW System through his work in data presentation and visualization.

Dan possesses an impressive ability to hear what policymakers and professionals are asking and to use data to answer their questions. His work has become the standard against which his colleagues measure such data products, whether they are UW System or industry-leading commercial products.

As one example among many, Dan has transformed colleagues' understanding of enrollment and enrollment management at the UW System level. As co-liaison to the senior strategic enrollment officers, Dan has combined his thoughtful analysis with easily understandable data visualizations and information products. These provide enrollment management professionals with context and a depth of empirical information on demand that they can use to analyze and solve problems.

In another example, Dan was a pivotal member of the Direct Admissions Task Force, helping the task force hone in on issues related to data sharing with K-12 partners – a task force that forced him into entirely new areas of policy and data.

Dan works collaboratively with stakeholder groups and always brings a positive attitude and humility to his work. He tunes in keenly to stakeholders' needs and requests, and he engenders trust when he responds.

Dan has helped create a quiet revolution that is making the UW System a more effective and evidence-driven organization in a way that would not have seemed possible a few years ago. His work is providing great value for the students and universities of the UW System, and by extension, the people of Wisconsin.

# UNIVERSITY STAFF EXCEPTIONAL SERVICE AWARD

## **DIANA TRENDT** **EXECUTIVE STAFF ASSISTANT**

*Office of Finance and Administration*

Diana has served as the executive staff assistant for Vice President Sean Nelson for nearly five years, first when he served as Vice President for Finance and recently under his expanded responsibilities as Vice President for Finance and Administration. Diana capably and professionally manages the day-to-day activities of a busy office and Vice President Nelson's eight direct reports. As part of these duties, she organizes monthly chief business officer meetings and assists with the Business and Finance Committee portion of the Board of Regents meetings.

When a new colleague came on board, Diana stepped up to assist with training and orientation with trademark patience, good humor, and generosity. Diana is one of the first people colleagues turn to when questions arise. If she does not know the answer, she is quick to provide direction on who to contact for information. She seems to know not only everyone in UWSA but also helpful contacts at each of the UW universities.

In addition to her regular job responsibilities, Diana serves as the parking liaison for UW System Administration, helping employees apply for parking permits through UW-Madison and managing day-to-day parking requests at Van Hise Hall. Limited parking is a well-known challenge of working on, or near, the UW-Madison campus. Diana handles each request professionally and is diplomatic and helpful suggesting other options when requested parking space is not available.

Diana is also the UWSA coordinator for the annual Partners in Giving fundraising campaign. For the past several years, she has handled communications and planned engaging ways for colleagues to participate, such as raffle prizes and photo contests – all to support a good cause aligned with UW System Administration's core values.

No matter how much she is juggling, Diana has a way of bringing out the best in herself and others.

## PRESIDENT'S AWARD OF DISTINCTION

### **CRYSTAL FEY PROGRAM DIRECTOR - MANAGEMENT AND POLICY**

#### *UW Extended Campus (UWEX)*

Crystal has served UW Extended Campus, and previously UW-Extension, with distinction for over 15 years. Her current duties include oversight, management, and growth of UW Extended Campus collaborative programs across multiple learning platforms.

Crystal was initially hired in a direct student services role, followed by program management for the Independent Learning program. She then became the first collaborative online degree program manager in 2009 – defining this important position, which at the time was unique to UW Extended Campus and UW System.

Her scope of contacts and interactions is broad. They encompass internal leadership and support staff, as well as diverse campus stakeholders at all 13 UW universities, including administrators, faculty, continuing education staff, academic program directors, academic support office staff, and others.

Crystal is recognized as a primary change agent within UW Extended Campus and UW System. Her gifts include her ability to engage effectively with diverse campus representatives, establish positive and productive relationships, communicate ideas and information, and contribute to and lead problem-solving efforts. She is flexible and resilient, open to new ideas and opportunities, has an entrepreneurial attitude, as well as strong listening, communication, and facilitation skills. Her work and decisions are data informed, and her approach is collaborative and collegial. She consistently represents herself as a helping professional and an accessible, supportive partner and resource.

The well-curated student experience in a UW Extended Campus collaborative program is a result of Crystal's careful work with multiple campuses and constituencies to enable a seamless and student-friendly experience. As UW System moves forward in further defining and implementing a plan for enhancing and expanding the online footprint within the state and region, it will require gifted professionals like Crystal to assist in ensuring progress, seamless transition, and ultimate success.

## TEAM AWARD

### **UW SYSTEM DIGITAL LEARNING ENVIRONMENT SERVICE MANAGEMENT TEAM**

**Thomas Arendalkowski**, *Applications Administrator*

*Digital Learning Environment, Office of Learning and Information Technology Services (OLITS)*

**Karla Clausen**, *Applications Administrator*

*Digital Learning Environment, OLITS*

**Dale Johnson**, *Enterprise Architect*

*Enterprise Architecture and Planning, OLITS*

**Renee Pfeifer-Luckett**, *Director, Teaching and Learning Technology*

*Digital Learning Environment, OLITS (former position); Associate Vice Chancellor for Program Growth, Academic Affairs, UW-Stevens Point (as of April 2023)*

**Stacy Scholtka**, *Chief Technology Officer, OLITS*

**Olga Turkina**, *Business Manager, OLITS*

The UW System Digital Learning Environment Service Management Team manages essential technology services that support teaching and learning in all modes (face-to-face, hybrid/blended, and fully online) across the UW System universities and at UW System Administration. The team was instrumental in supporting the seamless pivot from in-person to online learning during the pandemic and continues to future-proof learning technologies.

The team designs, manages, and supports a systemwide learning technology suite that includes three unique instances of Canvas with sub-accounts for each campus and one shared instance of the Kaltura video management system, that together ensure effective and efficient use of resources.

Team members have refined a transparent set of business processes to ensure the digital learning environment, which serves 130,000 students, is managed efficiently and serves the needs of all educators for a broad set of initiatives and audiences. The team's dedication and expertise enable them to support educators in providing a quality experience to students, regardless of location or course modality.

The team is small for an installation of UW System's size. The parent company of Canvas, Instructure, refers to them as the "Tiny But Mighty Team." In September 2022, the team supported more than 100,000 unique



student logins to Canvas per day and nearly 8,700 instructor daily logins. More than 500,000 courses have been created in Canvas.

Team members made several enhancements to the digital learning environment in 2022 to improve the student user experience and reduce barriers to access. These enhancements included video autocaptioning to improve accessibility for all learners; a course accessibility checking tool to identify course design improvements and remediation suggestions; and a Canvas search tool to improve students' ability to find course materials.

The team has evaluated 168 requests by UW universities to integrate third-party learning technology tools with Canvas. All requests are vetted to ensure the tool meets requirements for student data privacy, accessibility, and security. Of those 168 tools, 108 were approved and integrated with Canvas.

The team manages vendors closely to ensure the efficient use of resources, which saved the UW System \$1.1 million during implementation of the digital learning environment.

Team members employ a workstream team approach to leverage stakeholder expertise from systemwide faculty and staff to collaboratively support change management, avoiding the need for external consultants.

The UW System Digital Learning Environment Service Management Team stands out as a group of exceptional individuals who have gone above and beyond to provide the highest level of service to the University of Wisconsin System and its universities.